

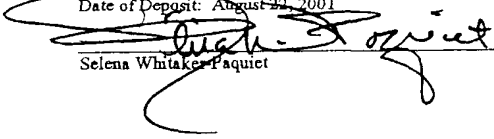
EXHIBIT A

CERTIFICATE OF EXPRESS MAILING

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I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated below and is addressed to the BOX PATENT APPLICATION, Assistant Commissioner for Patents, Washington, D. C. 20231.

Date of Deposit: August 22, 2001


Selena Whitaker-Paquet

Attorney Docket No. 97000.1001U
PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of **Malcolm R. Fowler, Robert E. Tucker and Michael A. Lukas**

Group Art Unit: Unassigned

Application No. : Unassigned

Filing Date : Herewith (August 22, 2001)

For : **MARKETING SYSTEMS AND METHODS**

INFORMATION DISCLOSURE STATEMENT

BOX PATENT APPLICATION

Assistant Commissioner for Patents

Washington D.C. 20231

Dear Sir or Madam:

The documents listed on the accompanying form PTO-1449 are cited in compliance with the provisions of 37 C.F.R §§ 1.56, 1.97 and 1.98, as amended. Applicant does not concede that the references are "prior art" under 35 U.S.C. §102 or 103, and specifically reserves the right to antedate such material, as by a showing under 37 C.F.R. § 1.131 or otherwise.

The attached PTO Form 1449 identifies 21 U.S. patents, 9 PCT patent applications, 2 foreign patents and 6 literature references. A copy of each of the cited references is enclosed herewith for the Examiner's convenience.

This Information Disclosure Statement is being filed concurrently with the patent application, and no fee or certification is therefore required.

Respectfully submitted,



Susan J. Friedman

Registration No. 38,457

Date: August 22, 2001

SPECKMAN LAW GROUP

Form PTO-1449	U.S. Department of Commerce Patent and Trademark Office	ATTY DOCKET NO. : 97000.1001U APPLICATION NO. : Unassigned APPLICANT : Malcolm R. Fowler, et al. FILING DATE : Herewith (August 22, 2001) GROUP : Unassigned
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
	AA	6 0 7 0 1 4 7	May 30, 2000	Harms, et al.	705	14	Jul. 2, 1996
	AB	6 0 5 5 5 7 3	Apr. 25, 2000	Gardenswartz, et al.	709	224	Jan. 7, 1999
	AC	6 0 2 6 3 7 0	Feb. 15, 2000	Jermyn	705	14	Aug. 28, 1997
	AD	6 0 1 4 6 3 5	Jan. 11, 2000	Harris, et al.	705	14	Dec. 8, 1997
	AE	6 0 0 9 4 1 2	Dec. 28, 1999	Storey	705	14	Jun. 25, 1998
	AF	5 9 7 4 3 9 9	Oct. 26, 1999	Giuliani, et al.	705	14	Aug. 29, 1997
	AG	5 9 6 0 4 1 1	Sep. 28, 1999	Hartman, et al.	705	26	Sep. 12, 1997
	AH	5 9 3 2 8 6 9	Aug. 3, 1999	Gottlich, et al.	235	493	Dec. 27, 1996
	AI	5 9 2 3 0 1 6	Jul. 13, 1999	Fredretgill, et al.	235	380	Dec. 3, 1996
	AJ	5 8 9 2 8 2 7	Apr. 6, 1999	Beach, et al.	380	24	Jun. 14, 1996
	AK	5 8 4 5 2 5 9	Dec. 1, 1998	West, et al.	705	14	Jun. 27, 1996

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATE YES NO
	AL	0 1 5 0 3 7 0	12 Jul. 2001	WO	G06F 17	60	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
	Am	0 1 4 5 0 6 2	21 Jun. 2001	WO	G07G 1	00	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
	AN	0 1 4 0 9 8 0	7 Jun. 2001	WO	G06F 17	00	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
	AO	0 1 3 1 5 3 1	3 May 2001	WO	G06F 17	60	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
	AP	0 1 2 7 8 5 4	19 Apr. 2001	WO	G06F 17	00	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	Ernex Marketing Technologies, Inc. brochure showing product
	AS	Netcentives News dated May 18, 2000 and miscellaneous pages downloaded from the Netcentives website on 5 June 2001.
	AT	The Loyalty and Frequency Marketing Quarterly Newsletter published by Frequency Marketing, Inc.; Vol. 8, Issue 2, 2000 downloaded from the website on 15 June 2001.
EXAMINER	DATE CONSIDERED	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
	AA	5	8	3	2	4	5	7	Nov. 3, 1998	O'Brien, et al.	705	14	Apr. 3, 1995
	AB	5	8	0	4	8	0	6	Sep. 8, 1998	Haddad, et al.	235	383	Apr. 1, 1996
	AC	5	7	7	4	8	7	0	Jun. 30, 1998	Storey	705	14	Dec. 14, 1995
	AD	5	7	7	4	8	6	8	Jun. 30, 1998	Cragun, et al.	705	10	Dec. 23, 1994
	AE	5	6	1	2	8	6	8	Mar. 18, 1997	Off, et al.	364	214	Feb. 9, 1995
	AF	5	1	7	3	8	5	1	Dec. 22, 1992	Off, et al.	364	401	Feb. 15, 1990
	AG	4	9	1	0	6	7	2	Mar. 20, 1990	Off, et al.	364	405	Dec. 4, 1987
	AH	4	8	1	5	7	4	1	Mar. 28, 1989	Small	273	138	Apr. 2, 1987
	AI	4	7	2	3	2	1	2	Feb. 2, 1988	Mindrum, et al.	364	401	Feb. 27, 1987
	AJ	4	6	6	9	7	3	0	Jun. 2, 1987	Small	273	138	Nov. 5, 1984
	AK												

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATE YES NO	
	AL	0	1	1	8	7	3	2	15 Mar. 2001	WO	G06F 17	60		X
	Am	0	1	0	2	9	9	1	11 Jan. 2001	WO	G06F 17	00		X
	AN	0	0	4	1	1	1	5	13 Jul. 2000	WO	G06F 17	60		X
	AO	0	0	4	1	1	4	5	13 Jul. 2000	WO	G 07G 1	14		X
	AP	0	7	1	2	9	2	5	21 Jan. 1997	AU	G06F 17	60		X

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	"Teeling Off at BC's Finest Golf Course is Rewarding," Ernex Marketing Technologies, Inc. News Release Dated April, 3, 2000,
	AS	Ulrich, Kent "Security is in the cards," <i>Canadian Retailer</i> , Vol. 10, Issue 2, March/April 2000.
	AT	Hu, Sheldon "Leverage technology to achieve your goals," <i>Marketing News</i> , Vol. 34, p. 19, February 14, 2000
EXAMINER		DATE CONSIDERED

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EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATE YES NO
	AL	0 9 7 8 8 0 8	9 Feb. 2000	EP	G07F 7	08	X
	Am						
	AN						
	AO						
	AP						

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	
	AS	
	AT	
EXAMINER	DATE CONSIDERED	

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PATENT APPLICATION UNDER 37 CFR 1.53 (b)

The Assistant Commissioner for Patents is respectfully requested to place his stamp on this postcard and place it in the outgoing mail, acknowledging that the following documents have been received:

Check for \$1,986.00; Transmittal +1; specification, claims and abstract (51 pp.); Drawings (9 pp; Figs. 1-7); Executed POA; IDS and Form PTO-1449 w/36 references attached

In re **Malcolm R. Fowler, Robert E. Tucker, and Michael A. Lukas**

For: **MARKETING SYSTEMS AND METHODS**

Filed: Herewith (August 22, 2001)

Docket No.: 97000.1001U

August 22, 2001; SJF:swp Express Mail No. EK739723560US

SEP 04 2001
BY: *[Signature]*

jc828 U.S. PTO
09/935884
08/22/01

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